

Exploring Dissemination Strategies for Mass Culture in the Short Video Era: Postprint

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Abstract

[Objective] This study is dedicated to an in-depth investigation of the promotional strategies that should be adopted for mass cultural construction in the current era of short-video prevalence, examining the functions of short videos in advancing mass cultural construction and thereby extracting practical and feasible promotional guidelines, aiming to contribute references and inspiration for the vigorous development of mass culture. [Method] This paper primarily employs a comprehensive literature analysis method to conduct an in-depth study of the current situation of mass cultural promotion in the short-video era. [Results] The research findings indicate that, amidst the rapid development of internet technology, short videos have gradually penetrated into the core domain of public cultural construction. These short-video platforms, leveraging their operational convenience, interactivity, and entertainment value, have pioneered new pathways and models for cultural dissemination. [Conclusion] In the short-video era, the development of mass cultural construction work has encountered brand-new opportunities while also facing certain challenges. For relevant organizations and personnel, it is necessary to fully leverage the positive role of short videos during the development process, conduct efficient cultural promotion work from multiple perspectives, thereby constructing a more comprehensive mass cultural system and advancing the smooth development of mass cultural work.

Full Text

Preamble

Exploring Propaganda Strategies for Mass Culture in the Short Video Era

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Abstract

[Purpose] This study investigates effective propaganda strategies for mass culture construction in the current era dominated by short videos, examining the role of short videos in advancing mass culture development and distilling practical promotional guidelines to contribute insights for the flourishing of mass culture. **[Method]** This paper primarily employs a comprehensive literature analysis method to conduct an in-depth study of the current state of mass culture propaganda in the short video era. **[Results]** The findings reveal that with the rapid development of internet technology, short videos have gradually penetrated the core domain of public culture construction. These platforms, characterized by operational convenience, interactivity, and engaging content, have created new pathways and models for cultural dissemination. **[Conclusion]** The short video era presents both unprecedented opportunities and certain challenges for mass culture construction. Relevant organizations and practitioners must fully leverage the positive functions of short videos and implement efficient cultural propaganda work from multiple dimensions to build a more robust mass culture system and facilitate the smooth advancement of mass culture initiatives.

Keywords: short video; mass culture; propaganda strategy; propaganda effectiveness; interactivity

1. Definition of Mass Culture

Mass culture refers to cultural phenomena and activities created, enjoyed, and transmitted by the broad populace in their daily practices within specific social and historical contexts [1]. This concept encompasses a wide range of content, including folk arts, folk practices, traditional festival celebrations, folk literature creation, music performances, dance, drama, traditional Chinese performing arts, and handicraft production. These cultural expressions not only possess strong ethnic and local characteristics but also constitute an indispensable component of national culture, vividly reflecting people's lifestyles, values, and aesthetic orientations. The essential features of mass culture lie in its broad popular foundation and high degree of participation—unlike the exclusive domain of cultural elites, it represents a shared achievement shaped and enjoyed by ordinary citizens. Such cultural activities emphasize popularization and entertainment functions, addressing people's spiritual and cultural needs while enhancing their quality of life [2]. Simultaneously, as a social medium that fosters cohesion, mass culture promotes mutual understanding among different social strata, reduces divisions, and contributes collectively to the construction of a harmonious society [4]. On the path of cultural industry development, mass culture has become a new engine stimulating industrial vitality and driving economic growth through its continuously expanding demand and the diversity and specialization of its activities.

1.1 The Importance of Mass Culture Development

The development of mass culture occupies a central position in promoting social and cultural progress, not only demonstrating a nation or region's cultural soft power and confidence but also serving as the foundation for ethnic cultural inheritance and innovation [3]. Mass culture activities effectively preserve and disseminate excellent national cultural traditions, revitalizing them in contemporary society while enriching people's inner worlds, enhancing citizens' cultural appreciation and comprehensive qualities, and facilitating holistic human development. Moreover, mass culture activities provide rich nourishment for people's spiritual lives, improving their cultural literacy and overall quality, thereby supporting the full development of individuals.

1.2 The Rise of Short Video Platforms and Their Impact on Mass Culture

The rapid advancement of internet technology has driven the swift emergence of short video platforms such as Douyin and Kuaishou, which have become core elements in public cultural life [5]. Their appearance has not only greatly expanded the expressive techniques and dissemination pathways of mass culture but also provided ordinary people with a vast space to showcase their personalities and share their daily lives, significantly lowering the barriers to cultural creation and dissemination. People can create content anytime and anywhere, whether recording daily trivia, performing talents, or sharing creative works, all of which stimulate high public enthusiasm for cultural activities. The interactive features of short video platforms enhance public participation and sense of belonging, as audiences communicate with creators through likes, comments, and shares, constructing a new, tighter-knit cultural exchange circle [6]. Platform algorithms enable quality content to quickly go viral, allowing excellent culture to achieve broader dissemination and recognition. However, short video platforms also face challenges such as inconsistent content quality and increased difficulty in copyright protection. In response, industry and regulatory agencies must work together to guide these platforms toward healthy development and contribute to the prosperity of mass culture.

2.1 Characteristics of Short Videos and Their Application in Mass Culture

As an emerging media form, short videos have been rapidly embraced by the public due to their brevity, powerful impact, rapid dissemination, and high interactivity, becoming part of cultural life [7]. Platforms such as Douyin and Kuaishou provide venues for the broad populace to express themselves and share their lives. The application of short videos in mass culture manifests primarily in the following aspects: First, as an information carrier, short videos enable the public to quickly grasp current affairs, cultural activities, and policies through intuitive and visual means [1]. Second, short video platforms serve as bridges

for cross-regional and cross-cultural communication, where people from different regions and ethnic groups share their native cultures, promoting cultural exchange and integration. Third, short videos are increasingly applied in educational work, disseminating scientific knowledge, traditional culture, and arts education through engaging teaching videos, thereby helping to enhance public cultural literacy [9]. Finally, short videos provide people with space to showcase their personalities and creativity, not only facilitating individual talent display but also providing a platform for sharing life innovations, enriching the diversity of mass culture.

2.2 Advantages of Short Videos in Mass Culture Development

Short videos demonstrate numerous benefits in promoting mass culture development. First, their low-threshold characteristic makes them easily accessible to anyone, allowing users to conveniently create and share videos even without professional film production skills, greatly lowering the barriers to public participation in cultural creation [10]. Second, the rapid dissemination capability of short videos makes them prone to becoming focal points, enabling them to gather substantial attention in extremely short timeframes and effectively expanding the influence of mass culture. Third, interactive features such as comments, likes, and shares break the limitations of one-way communication, promoting exchanges between audiences and creators and injecting vitality into mass cultural activities. Finally, thanks to the widespread availability of smartphones and mobile internet, short video viewing and creation have transcended demographic and geographical boundaries, reaching numerous people including those in rural and remote areas, thereby facilitating the broad dissemination of mass culture [11]. Additionally, short video platforms gather diverse creators whose rich content satisfies the cultural needs of different groups, demonstrating the diversity and inclusiveness of mass culture. As an emerging cultural expression form, short videos not only add connotation and variety to mass culture but also play a crucial role in promoting its popularization and development.

3. Current Status and Challenges of Mass Culture Development in the Short Video Era

3.1 Current Status of Mass Culture Development

In the current era of short video popularity, mass culture construction demonstrates unprecedented vitality. The widespread use of smartphones and mobile internet has embedded short video platforms deeply into people's daily lives, becoming important venues for expression and sharing. These platforms offer rich and diverse content covering daily life, food and travel, talent performances, and more, touching almost every corner of mass cultural life [8]. These new media provide the public with channels to express personal emotions, creativity, and disseminate culture, not only allowing people to find space for self-expression in

short video creation but also enabling them to participate in broader cultural interactions [12]. Short video content is all-encompassing, encompassing both traditional arts and folk crafts as well as displays of regional characteristic culture, which not only enriches public cultural life but also promotes diversified development and innovation in culture. Relying on algorithmic recommendation mechanisms, short video platforms allow quality cultural content to quickly go viral, forming focal points of attention and enhancing public enthusiasm for participating in culture construction [13].

3.2 Problems of Short Videos in Mass Culture Development

While short video platforms have played a positive role in expanding the boundaries of mass culture construction, numerous problems have emerged during their development. Driven by the pursuit of high traffic and attention, the quality of some short video content is concerning, with rough production and vulgar content occasionally appearing, bringing negative impacts to the cultural environment [14]. The commercial trend of platforms may lead to homogenization of cultural content, as creators often fall into the trap of repetitive production under the influence of market demands and algorithmic recommendations, lacking innovative spirit. Furthermore, the fast-consumption characteristic of short videos makes it difficult to conduct in-depth exploration and sustained attention to valuable cultural content, thereby limiting the function of cultural inheritance and education. Notably, weak copyright protection is also a major challenge, with incidents of original creators' rights being infringed upon occurring frequently, which dampens creators' enthusiasm [15].

3.3 Factors Influencing Short Video Propaganda Effectiveness

The propaganda effectiveness of short videos is constrained by numerous variables. Content quality is paramount, as finely crafted, infinitely creative, and value-rich content better captures audience attention and achieves excellent dissemination results. Propagation methods also occupy a crucial position—elements such as video titles, cover design, and tag usage often determine whether a short video can stand out in the ocean of information and stimulate users' desire to click. Platform algorithmic recommendation mechanisms directly affect video visibility, as those favored by algorithms naturally receive more display opportunities [16]. Interactive behaviors among users, such as likes, comments, and shares, also serve as important measures for evaluating short video propaganda effectiveness, as frequent interaction often indicates broader dissemination. Additionally, timeliness and the ability to capture hot topics are important, as closely following social hotspots or current events helps enhance the attention and dissemination power of short videos.

4. Propaganda Strategies for Mass Culture Development in the Short Video Era

4.1 Content Innovation: Creating Attractive Short Video Content

In the current short video landscape, content quality is particularly crucial. To capture public attention and win their interest, the key lies in creating novel, entertaining, and value-rich content. First, content must closely align with people's daily lives, reflecting their needs and interests. This can manifest as modern interpretations of traditional culture or sharing common-sense tips and practical skills in daily life [17]. For instance, short videos demonstrating how to apply traditional handicrafts in creating modern fashion accessories or introducing simple home organization tips not only possess practicality but also stimulate audience interest and emotional resonance. Content should skillfully integrate creative and humorous elements to make it more attractive and enhance viewing pleasure. Creativity can be expressed through unique filming techniques, ingenious editing methods, or unexpected content combinations, while humor can be conveyed through cleverly designed dialogue, exaggerated performances, or witty plotlines. For example, using humorous skits to present daily troubles in a comedic manner allows audiences to relieve stress through laughter and makes them more willing to share such content with others. Furthermore, combining hot events with social issues to produce short videos rich in depth and warmth can stimulate audience resonance and strengthen their sense of participation and belonging [18]. Hot events and social issues often attract high public attention, and using short videos to provide in-depth interpretation and insightful commentary on these topics not only captures audience attention but also ignites their thinking and discussion. For instance, producing a series of short videos on environmental protection, education, or health topics that incorporate real cases, expert interviews, and data analysis can provide insightful information and perspectives, guiding audiences toward deeper reflection. In the short video domain, staying close to public life, injecting creativity and humor, and focusing on hot topics are all key elements that cannot be ignored when creating content. Through these strategies, short videos can not only attract audiences but also encourage their active participation and sharing, thereby achieving widespread dissemination and profound impact.

4.2 Platform Selection: Leveraging the Characteristics of Different Short Video Platforms

In the current wave of digitalization, short video platforms have become the primary battlefield for brand promotion and content marketing. Different platforms gather distinct audience groups with varying content preferences, making it essential to understand these nuances to develop effective cultural promotion strategies. Taking Douyin and Kuaishou as examples, although both belong to the short video domain, their user characteristics and content orientations differ significantly. Douyin's audience tends to be younger, enthusiastic about pursuing novel and cutting-edge content and preferring rapid information con-

sumption. The platform's content is typically more dazzling and creative. In response to these characteristics, brand promotion on Douyin should cleverly integrate innovative and fashionable elements, utilizing the platform's unique challenge competitions and hashtag features to firmly capture young users' attention [19]. Challenge competitions can stimulate user participation enthusiasm, while hashtags facilitate content diffusion and discovery, allowing brands to quickly enhance their visibility and influence among young demographics. Kuaishou users, by contrast, place greater emphasis on content authenticity and proximity to real life, with platform content typically being more simple and unadorned, reflecting actual living conditions. Therefore, promotion on Kuaishou should focus on demonstrating personalized and approachable brand images. Leveraging Kuaishou's live-streaming interaction features for real-time communication with users, answering questions, and showcasing products can enhance user participation and loyalty. Additionally, Kuaishou video content should emphasize narrative quality and emotional resonance to shorten the psychological distance with audiences. Whether on Douyin, Kuaishou, or other short video platforms, promotion strategies must be tailored around the characteristics of target groups.

4.3 Enhancing Interaction: Increasing Public Participation and Interactivity

The interactivity of short video platforms serves as one of their core competitive advantages, capable of awakening users' passion for participation while building tight connections among them and fostering an active community environment. To fully leverage this advantage, platforms can implement a series of strategies to stimulate user content creation and sharing. For instance, regularly planning online activities and topic challenges that align with current hotspots, holidays, or specific themes can motivate users to create around these themes, such as a "family reunion" video challenge during the Spring Festival that invites users to share warm holiday moments and family joys. Implementing a question-and-answer reward mechanism allows users to gain not only enjoyment from interaction but also gifts or coupons from the platform, thereby enhancing their participation enthusiasm. Q&A interaction sessions are equally indispensable, as platforms can regularly invite celebrities or industry experts for online exchanges, giving users opportunities for direct dialogue. Simultaneously introducing user voting mechanisms for selecting the best works on hot topics or video content can effectively enhance users' sense of participation and belonging, improving user loyalty and activity [20]. By constructing community forms such as fan groups and interest groups, connections among users can be further strengthened. In these communities, members can not only exchange works and creative insights but also organize offline gatherings, building a tight-knit community network.

4.4 Cross-disciplinary Collaboration: Partnering with Different Fields to Expand Mass Culture

Promoting mass culture development requires actively engaging in cross-disciplinary collaboration. It can not only enrich the forms of mass cultural expression through partnerships with institutions in education, tourism, technology, and other fields but also expand its dissemination channels, thereby attracting publics from different backgrounds and interests to join and pay attention. First, participation from educational institutions can add intellectual and academic dimensions to mass culture. For example, jointly producing educational videos with museums not only popularizes historical knowledge but also attracts young people' s interest through vivid multimedia means; such materials can be incorporated into school curricula as important teaching resources for traditional culture. Second, collaboration with the tourism industry can facilitate the promotion of local culture by tightly integrating cultural promotion with tourism development, such as planning local characteristic cultural tourism routes and festival activities that showcase regional culture through lively, interactive forms. This not only enhances cultural visibility but also promotes local economic growth. Finally, partnerships with technology companies can create highly interactive applications that enhance the efficiency of mass culture dissemination and public participation through modern technological means. For instance, designing a cultural exploration application incorporating virtual reality technology allows users to personally experience historical scenes and traditional craft processes. This unique dissemination approach will stimulate interest among younger demographics and imbue traditional culture with new vitality.

Short videos, as an emerging product of our time, have injected vitality into mass culture construction while presenting unprecedented opportunities and challenges. The rational utilization of short video platforms, supplemented by innovative promotion methods, will significantly enhance the strength and reach of mass culture dissemination. The strategic recommendations proposed in this study aim to contribute insights for the vigorous development of mass culture and strive to advance its continuous progress within the short video trend. Future efforts must closely monitor the evolution of short video technology, continuously refine and improve propaganda methods, and assist mass culture construction in reaching new heights.

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